

### ABSTRACT OF THE DISCLOSURE

A negative electrode active material for use in an alkaline cell which is superior to and lower in hydrogen gas generation than a conventional negative electrode active material obtained by alloying zinc to control the gas generation from zinc to be brought about when it contacts an electrolytic solution and a method of preparing the same. Characteristics of conventional alloyed zinc powders for use in a cell can easily be improved into those of powders suitable for use in the cell which are low in hydrogen gas generation by mixing powders of a trivalent metal, for example, Bi or In, to the conventional alloyed zinc powders for use in the cell, preferably by in a range of 50 to 1000 ppm, under a dry condition.